



# Recycling Lines

Electronic Newsletter

July 2011

*Virginia Department of Environmental Quality, Division of Land Protection & Revitalization*  
*P.O. Box 1105, Richmond, Virginia 23218 (804) 698-4029 Fax (804) 698-4224*  
DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

**Welcome to Recycling Lines.** If you have suggestions on future topics for the newsletter, please send the information to Steve Coe at [steve.coe@deq.virginia.gov](mailto:steve.coe@deq.virginia.gov). We welcome news submittals from the public and local governments.

## CVWMA Selected for a Curbside Value Partnership Project

Homeowners in Central Virginia will soon be hearing a lot more about the convenience of curbside recycling thanks to a partnership between the Curbside Value Partnership (CVP) and the Central Virginia Waste Management Authority (CVWMA).

CVP is a national invitation-only program designed to help communities grow their curbside programs through education. Since 2005, CVP has partnered with 27 communities and four states to develop, execute and measure highly effective education campaigns. They selected CVWMA as their latest partner after interviewing several communities across the country. CVWMA is a public service authority that serves 13 Central Virginia municipalities (seven of which have curbside programs). The municipalities that will be part of the effort include the cities of Richmond and Colonial Heights, the Town of Ashland and Goochland, Henrico, Chesterfield and Hanover Counties.

With assistance from CVP, CVWMA will roll out and measure a grassroots education campaign to increase awareness for curbside recycling, grow participation and ultimately boost volume. The campaign is expected to launch this summer and planning is in full swing.

Education tactics will include advertising, an enhanced Web and social media presence, marketing, public relations and grassroots, community-level outreach. CVWMA will measure the impact of the campaign via the Re-Trac data management tool.

For more information, contact CVWMA at 804-359-8413 or visit the website at [www.cvwma.com](http://www.cvwma.com).

## Waste Incineration a "Green" Alternative in MD

Gov. Martin O'Malley of Maryland agreed to sign a controversial bill that elevates waste incineration to the renewable energy status shared by wind, solar and geothermal operations.

## Did You Know?

- Waste Management Inc. has committed to expanding its organics processing footprint by investing in the Peninsula Compost Co. LLC (Delaware) and developing a new organics facility in Apopka, Florida.
- Paperworks Studio, a Goodwill Industries project that provides disabled adults with work opportunities creating gift cards from recycled materials, has announced that it has partnered with Lee Jeans. Under the arrangement, Paperworks will produce handmade cards from **100-percent recycled blue jeans**.
- **Effective July 1, 2001, the rate for the Virginia Tire Recycling Fee is reduced to \$0.50 per new tire sold (down from \$1.00 per tire). (see page 2 and 3 for Tax Bulletin 11-8 Tire Installers).**
- Last year, over 58 percent of all aluminum cans were recycled — nearly 56 billion containers (Al Assoc).

## EPA Reports Recycling/Composting Reduces Greenhouse Gas Emissions

A new EPA report estimates the reduction in greenhouse gases (GHG) if materials with the greatest emissions potential were recycled or composted instead of being landfilled. The report highlighted ten (10) materials with the greatest emissions potential. They are:

- Carpet
- Core Recyclables (corrugated containers, office paper, aluminum cans, newspaper, magazines, PET and HDPE or mixed plastics, steel cans)
- Dimensional lumber
- Food scrap

The report analyzed state-level waste characterization studies from California, Oregon and Washington, using data on material currently being disposed. The study used the Waste Reduction Model (WARM) created by the EPA. WARM was created to help solid waste planners and organizations to estimate GHG emission reductions from different waste management practices. Visit EPA's website for access to the web-based calculator.

# TAX BULLETIN 11-8

## *Virginia Department of Taxation*

June 10, 2011

### **IMPORTANT INFORMATION REGARDING THE VIRGINIA TIRE RECYCLING FEE**

Effective July 1, 2011, pursuant to legislation enacted during the 2011 Session of the General Assembly (Senate Bill 1431, *Acts of Assembly* 2011, Chapter 649), individuals installing tires in Virginia pursuant to an agreement with a retailer who has not collected the Virginia Tire Recycling Fee must collect the fee from their customers.

#### Current Law with Respect to Tire Installers

The Virginia Tire Recycling Fee is levied on each new tire sold at retail in Virginia. Under current law, only the retailer of tires in Virginia is subject to the tire recycling fee. A "retailer of tires" is defined by statute as any person engaged in the business of making retail sales of tires, whether new or used, in Virginia. The tire recycling fee is imposed at a rate of \$1.00 for each new tire sold.

The tire recycling fee does not apply to new tires for: 1) any device moved exclusively by human power; 2) any device used exclusively on stationary rails or tracks; or 3) any device used exclusively for farming. In addition, all exemptions that apply with respect to the Retail Sales and Use Tax also apply to the Virginia Tire Recycling Fee.

The Virginia Tire Recycling Fee Return (Form T-1) must be filed quarterly with the accompanying fee remitted on or before the 20<sup>th</sup> of the month following the end of each quarter of the calendar year. Quarterly periods end on March 31, June 30, September 30, and December 31. A return must be filed for each reporting period, even if no fee is due.

#### Changes Effective July 1, 2011

Senate Bill 1431 changes the definition of "retailer of tires" to include individuals who perform installation of tires in Virginia pursuant to an agreement with a person who makes a retail sale of such tires, but has not collected the Retail Sales and Use Tax. Pursuant to Senate Bill 1431, Virginia tire installers who

have contractual agreements with these tire retailers who do not collect the fee are also considered “retailers of tires” and must therefore remit the Virginia Tire Recycling Fee. Installers must collect the fee unless the customer presents documentation that the fee has already been collected on the tires. This fee is deposited into the Waste Tire Trust Fund in order to pay the costs of implementing the waste tire plan, provide partial reimbursement to persons for the costs of using waste tires, chips, or similar materials, and pay the costs to remove waste tire piles from property. This fee is not to be confused with the disposal fees on waste tires that some dealers may charge in connection with the sale of tires in order to recover their costs of disposing of waste tires.

In addition, effective July 1, 2011, the rate for the Virginia Tire Recycling Fee is reduced to \$.50 per tire.

For additional information or to download Form T-1, please visit TAX's website, [www.tax.virginia.gov](http://www.tax.virginia.gov). If you have any questions regarding this Tax Bulletin, you may also contact TAX at (804) 367-8037 or through the “Live Chat” service on TAX's website, [www.tax.virginia.gov](http://www.tax.virginia.gov).

## School Campuses and Paper Recycling

A new campaign has been launched to encourage colleges and universities to divert 75 percent of their paper from their waste streams by 2015. The RePaper Campus Challenge is spearheaded by the Environmental Paper Network's RePaper Project, an initiative that focuses on increasing paper recovery and is run with help from CURC (the College and University Recycling Coalition), NWF Campus Ecology, RecycleMania and RONA U (the Recycling Organizations of North America Higher Education Group).

The project will help inform students, faculty and staff about the impacts of paper and how to best recover it for effective recycling. For more information, visit <http://www.environmentalpaper.org/repaperproject/index.shtml>

## Recycling Incentives in Chesapeake

TFC Recycling and the city of Chesapeake, Va., are joining together to reward its residents for their recycling efforts with Recycling Perks, a free program where residents can earn discounts and rewards from local businesses for recycling.

Single-family households who have curbside recycling within Chesapeake can sign-up for Recycling Perks online at [www.recyclingperks.com](http://www.recyclingperks.com) and start collecting points for recycling. Points can be redeemed online for discounts and gift cards at participating merchants. City recyclers can expect to save up to \$300 a year with Recycling Perks, according to a statement.

"The program won't track how much an individual home recycles," Bill Dempsey, president of Recycling Perks, said in a statement. "Instead, it will divide up points among participants by how much is recycled as a community."

Launched in partnership with Chesapeake, Va.-based TFC Recycling this spring, Recycling Perks looks to improve household recycling efforts, reduce waste and promote local businesses by offering savings and deals that reward recyclers.

*From Waste & Recycling News, June 29, 2011 electronic issue. Contact reporter Shawn Wright at 313-446-0346 or [swright@crain.com](mailto:swright@crain.com).*

## Recycling Web Links of Interest

- 1) [http://crazycrayons.com/recycle\\_program.html](http://crazycrayons.com/recycle_program.html) (crayon recycling project)
- 2) <http://206.113.151.20/pressroom/release.asp?id=284> (Virginia State Parks news release, to become Virginia Green members)
- 3) <http://www.energy.gov/news/10379.htm> (Virginia Tech wins EcoCar competition)
- 4) <http://www.energy.gov/news/10379.htm> (EPA publication, Pre-Demolition Mercury Device removal guidance)

## Life Cycle Video on Plastic Bottles

The International Bottled Water Association (IBWA) has created a new video that gives consumers a look at what becomes of their recycled plastic bottles. The IBWA's consumer website, [www.bottledwatermatters.com](http://www.bottledwatermatters.com), has released a new YouTube video called "Recycling Empty Plastic Bottles." The video shows how a PET recycling facility in Rome, Ga., converts more than 2 billion PET plastic bottles each year into useful materials.

Most single-serve beverage bottles, food container "clamshells" and thousands of other products are made with PET plastic. The video takes the viewer along the path an empty bottle travels -- from a bound bale to being made into clean plastic flake that is then heated and converted to make either food-grade rPET (recycled PET) pellets, which are used to make PET containers for food, or rPET fiber which is used in pillows, mattresses and carpeting.

In the last five years, curbside recycling programs for bottled water containers have doubled to a recycle rate of 31 percent, according to the IBWA.

*Information from June 2, 2011 issue of Waste & Recycling News. Contact Waste & Recycling News reporter Shawn Wright at 313-446-0346 or [swright@crain.com](mailto:swright@crain.com)*

## CVWMA Produces Landfill Video

CVWMA partnered with the Virginia Trekkers and Henrico County to produce a new on-line video entitled "Henrico Landfill". The 15-minute podcast is available for viewing on the [Virginia Trekkers website](http://www.virginiatrekkers.com).

To supplement the video, CVWMA created a notebook of companion resource materials on solid waste management and classroom activities for teachers. A copy of the kit was given to each locality and covers topics like waste minimization, litter prevention and hazardous waste disposal. Teachers may borrow the kit by contacting CVWMA at 359-8413.

## Calendar of Events

**October 19-20:** Conference, Virginia Council for Litter Prevention & Recycling. Lynchburg Wingate Hotel.

**November 15:** America/Virginia Recycles Day.

**Disclaimer:** Reference in this publication to any specific business, commercial product, process or service by trade name, trademark or otherwise does not constitute or imply endorsement, recommendation or favoring by the Virginia Department of Environmental Quality or any other state government agency.